

Attachment 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Damir et al. Attorney Docket No. SWAD-1-1002
Serial No.: 10/751,070 Group Art Unit: 3765
Filing Date: January 2, 2004 Examiner: Gloria HALE
Title: SWADDLING BLANKET

DECLARATION OF PAMELA JORDAN, PHD, RN

TO THE COMMISSIONER OF PATENTS:

Pamela Jordan, PhD, RN, Associate Professor School of Nursing at University of Washington, and Developer of The Becoming Parents Program, does declare the following to be true:

As an expert on childbearing families it is my expert opinion that the unique and innovative nature of the instructions permanently attached to the SwaddleDesigns blanket has been and will continue to be very helpful to new parents who often struggle when trying to learn how to effectively swaddle their newborn.

Parents have much to learn as they add a new baby to the family. It can be overwhelming for both the new mother and the father. Research has shown that swaddling a newborn helps the baby sleep for longer periods of time, thereby allowing the new mother and father to get much needed rest. For almost twenty years, I have strongly advocated that parents use swaddling as a technique to help calm and comfort their baby.

I have worked predominantly with childbearing families for almost 30 years. I have developed a couple-focused curriculum for couples adding a new baby to the family, and I work extensively with this population. I also teach nursing students and staff nurses to provide research based care to expectant and new parents. I am well aware of the fact that new parents often struggle when trying to learn how to properly swaddle their newborn. They are often overwhelmed and have a difficult time remembering how to make the distinct folds that are

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required. It is not obvious to a new parent how to make folds to make the snug and secure wrap, especially when trying to do so while stressed and exhausted.

In all my years of teaching I have never known anyone putting swaddling instructions on a swaddling blanket to help new parents remember how to make the distinct folds until Lynette shared her idea with me. In all my years of teaching I have never known of a swaddling blanket that included the swaddling instructions sewn to its edge for easy reference. The instructions on the blanket make the innovation practical, effective and wonderful aid to new parents.

During my first meeting with Lynette Damir when she shared the design concept for the blanket with swaddling instructions sewn to the edge of blanket, my first reaction was that she had developed a truly innovative and long-needed solution to a problem that troubles many new parents.

Over the past several years, I have used the SwaddleDesigns blanket in my teaching. I have received much positive feedback from the new parents who have used the blanket. I am more confident than ever that the SwaddleDesigns blanket with the swaddling instructions permanently attached to the edge is a truly innovative and unique, and it is much appreciated educational product that helps new parents care for their newborn.

Not only is the SwaddleDesigns blanket unique in that it has the swaddling instructions permanently attached to the edge of the blanket, those instructions are universally understandable because they include only diagrams and numbers. The SwaddleDesigns blanket can therefore be used by people speaking many languages and from many cultures. In addition, the SwaddleDesigns blanket is the only swaddling blanket that specifically instructs parents or caregivers to swaddle the baby with hands up so they are accessible to the baby for self-soothing. This is one of the aspects of the SwaddleDesigns blanket that is based on current research. The SwaddleDesigns blanket is the appropriate size to swaddle babies from newborn to six months or more, and, because it is 100% cotton, can be used in all temperatures and climates without overheating the baby and increasing the risk of Sudden Infant Death Syndrome (SIDS).

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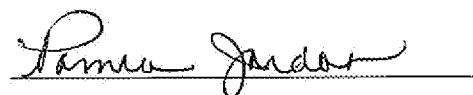
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With the swaddling instructions permanently attached to the edge of the blanket, the SwaddleDesigns blanket provides health professionals, parents, and other caregivers of infants an effective, educational, scientifically based swaddling product.

As I have truthfully declared in the facts set forth above.

I, Pamela Jordan, declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Dated this 4th day of December, 2007.

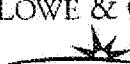


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